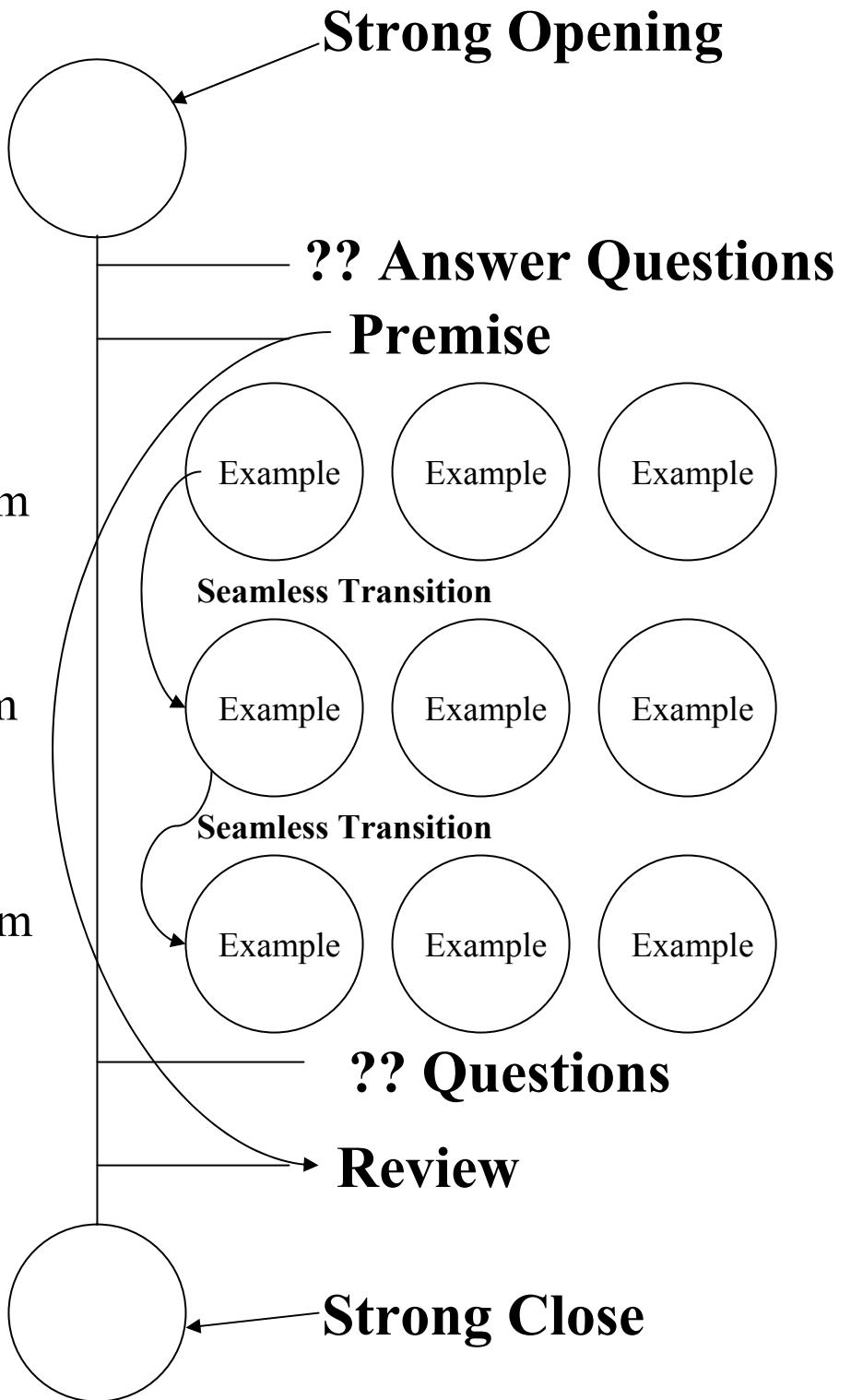


**You are not
the Hero!**

I-You Ratio



Points of Wisdom

Points of Wisdom

Points of Wisdom

**Repetitive
reframes**

**Sound Bite
statements**

**The currency of human contact is stories. People
remember what they “see” in their minds.**